

California CITD

Centers for International Trade Development

Services that Promote Exports and International Business Education



Presented by: Larry Dixon

California Centers for International
Trade Development

www.citd.org



What Does the CITD Do?



<http://fresnocitd.org/what-the-center-for-international-trade-development-can-do-for-you/>

Today's Takeaway

- What can the California Centers for International Trade Development do for you?
- Services Available
- Upcoming Activities



CITDMission

We invest in California's economic growth and global competitiveness through industry-specific education, training and services that contribute to a highly skilled and productive workforce.

Services

- Key Services Include:
- ***Deliver*** Export and Import Programs to Create Jobs
- ***Inform*** Career Pathways and Technical Assistance
- ***Expand*** Global Trade Curriculum and International Marketing Opportunities



THE CITD IS CALIFORNIA'S AGRICULTURAL EXPORT ARM

- Memorandum of Agreement with California Department of Food and Agriculture since 2005
- CITD is California's WUSATA Representative and Project Managers for Generic Activities
- Coordinate and Host All Incoming & Outgoing Food & Agricultural Trade Missions on behalf of CDFA



Partners in Agriculture

USDA Foreign Ag Service

- *Free Services from Agricultural Trade Offices*
 - GAIN Reports
 - Appointments with Distributors
 - Trade Leads
 - Trade Shows
 - In-country Promotion
 - Regulations/Labeling/Protocols
 - FAS staffs 96 offices in over 75 countries around the world
 - Website: <http://www.fas.usda.gov/>



Upcoming Activities

- **Exporting Best Practices – June 16, 2015**
- **WUSATA Produce Inbound Mission – July 2015**
www.wusata.org
- **Fresno Food Expo – July 23, 2015**
- **Additional Events at:**
<http://fresnocitd.org> and www.citd.org for more information!

Exporting Best Practices

Exporting Best Practices/Importing into U.S. 2015 Workshop Schedule



EXPORTING BEST PRACTICES

Curious about the advantages and risks associated with exporting? Need more information to take your next step in the international marketplace? Is your company ready to export? Have questions about exporting your product or services?

This introductory workshop is for those interested in exploring the world of international business. The program will cover:

- Step-by-Step Export Process
- Selling: Domestic vs. International
- Export Readiness
- Export Logistics & Documentation
- Methods of Payment
- Terms of Sale (Incoterms)
- Developing an Export Strategy

IMPORTING INTO THE UNITED STATES

Are you familiar with the legal aspects of importing? Know when and how to use a customhouse broker? Is U.S. Customs causing delays in your shipment? Can your product be imported quickly, economically and legally?

Learn the basic steps involved when importing products into the United States. Discover how you can overcome barriers to importing. The program will cover:

- Entry Process
- Import Documentation & Invoices
- Assessment of Duty
- Import Laws & Regulations
- Tariff Classifications
- Special Requirements
- Foreign Trade Zones

Workshops are taught by industry experts and include one hour free consultation.

TRAINING LOCATIONS

California Centers for International Trade Development
State Center Community College District
390 W. Fir Ave., Rm. 301,
Clovis, CA 93611
(559) 324-6401

REGISTRATION

Fee: \$65 Per Workshop
\$110 if Registered for Both
Deadline: 2 Days Prior to Event

Online Registration at:
<http://www.fresnocitd.org/events>



SUPPORTED BY



Training Dates	Exporting Best Practices	Importing into the U.S.
03/17/15	9am – 12pm	1pm – 4pm
06/16/15	9am – 12pm	1pm – 4pm
09/15/15	9am – 12pm	1pm – 4pm
11/17/15	9am – 12pm	1pm – 4pm

Premiere Regional Trade Show in the Central Valley

Major Partner of International Trade

- International Buyers
- Representing 3+ Global Markets
- Custom Match-making Appointments
- Market Research & Briefing
- Export Preparation & Training
- Registered Exhibitors are Eligible to Meet with Buyers
- <http://www.fresnofoodexpo.com/>

FRESNO
FOOD
EXPO

PRESENTED BY



Thursday, July 23, 2015

Locate a CITD near you!

- <http://citd.org/contact/citd-network/>

Mr. Jeffery Williamson, Statewide Director
CITD Statewide Director & Director, California
State Trade and Export Promotion (STEP)
Hosted by Riverside Community College District
152 E. Sixth Street
Corona CA 95879
Phone: (909) 556-6639
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Region A - Far North

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Region A - Northern Regional

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<http://sacramentocitd.org>



Region B - Bay Area

Yvonne Reid, Director
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San Bruno, CA 94066
Phone: (650) 738-7117
Fax: (650) 738-7090
<http://bayareacitd.com>



Region B - Interior Bay

Petural Shelton, Director
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Region C - Central Valley

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630 West 19th Street, Suite 1
Merced, CA 95340
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Fax: (209) 384-9268
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Region D - South Central Coast

Julie Samson, Director
Global Trade & Logistics hosted by Santa
Barbara Community College District
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